

## ABSTRACT

Systems and methods to linearly scale the colors of display data in a display driver circuit before it is written in a display RAM have been achieved. Said systems and methods invented are applicable to any display type such as e.g. CSTN, DSTN, TFT, OLED, etc. Each primary color value, e.g. red, green and blue is individually adjusted with its own setting, which allows maximum flexibility in display adjustment. Set adjustment is performed to adjust the colors displayed to the specific color characteristics of any display screen type. A system processor sets the red, green and blue color adjust register settings for a particular display type. The display data is downloaded from a system processor into a display RAM via a display adjust circuit. Said display adjust circuit modifies the display data according to the color adjust register setting settings before it is written into the RAM.